fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1960

File

20th YEAR • A WEEKLY PUBLICATION

Week of June 20, 1960

january

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february

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, JUNE 17, 1960		
Thursday June 16 10:00 A.M. Breakfast	FALL AND WINTER BRIDAL PREVIEW	MARTIN'S (BROOKLYN)	2ND FLOOR
	Martin's will preview bridal fashions. By invitation. (Release date, June 20). Customer show, June 20 at 6:30 P.M., St. George Hotel; June 27 at Garden City Hotel. Publicity: Rita Dobson, TR. 5-3100, Ext. 355.		
Thursday June 16 10:00 A.M.- 4:00 P.M.	PRESS PREVIEW: DISPLAY-- "SUMMER IN STYLE"	COSTUME INSTITUTE - METROPOLITAN MUSEUM	MET. MUSEUM OF ART 5TH AVE. & 82ND STREET
	A new exhibition of American, French, English summer dresses of 1750-1870. For the press only. Beginning Fri., June 17, open to public. Planned and installed under supervision of Polaire Weisman, Exec. Dir. of the Costume Institute. Contact: Lillian Green, TR. 9-5500.		
Thursday June 16 4:00 P.M.- 6:00 P.M.	NEWS CONFERENCE: BEAUTY AND FASHION EDITORS	HELENE CURTIS INDUSTRIES, INC.	HOTEL GOTHAM BALLROOM
	News conference introducing Helene Curtis' "The New Plush Leg Look" of the 60's. By invitation. Publicity: Annette Green, CO. 5-4040.		
Beginning Thursday June 16	SWEATER FASHIONS BY JULIE LYNNE CHARLOT	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
	Showing of decorated sweaters, designed and made in California by Julie Lynne Charlot. Contact: Ellen Lockwood, WI. 7-6122.		
Thursday June 16- June 24	SHOWING OF FALL COLLECTION	DOUGLAS & CARMONA	50 WEST 57TH STREET SHOWROOM - 6TH FLOOR
	Continuous daily showings of Fall couture collection, designed by Carmona. Contact: CO. 5-0320.		
Thursday June 16- June 25	CHILDREN'S WEAR ADDED TO EXTENDED EXHIBITION	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Exhibit of student work, costume design, layout and clothing construction, sketch to finished garments; also prize designs. Weekdays: 10:00 - 9:00. Sat.: 10:00 - 5:00. Contact: Dorothy Tyroler, CO. 5-2077.		
Friday June 17 9:00 A.M.; and 12:00 Noon	AMERICAN READY-TO-WEAR, FALL, 1960	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
	Showing of American ready-to-wear and furs. Report by Miriam Neubert Purdy of Henri Bendel. Co-Chmn: Babs Simpson and Helen Cutler. Prices: Breakfast: $6.00 (members); $10.00 (guests). Luncheon: $8.00 (members), $15.00 (guests). Contact: CI. 7-3940.		
Saturday June 18- June 22	CHRISTMAS DISPLAY MARKET WEEK	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	N. Y. TRADE SHOW BLDG. AND NEW YORKER HOTEL
	Showing of Christmas lines by the National Association of Display Industries. Contact: Gabriel Valenti, LO. 3-1000, Ext. 419.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday June 19	FATHER'S DAY. Theme: "Juvenile Integrity Starts In The Home". Contact: Nat'l Father's Day Comm., 50 East 42nd Street, MU. 7-6952.		

WEEK BEGINNING MONDAY, JUNE 20, 1960

Monday June 20 4:00 P.M.	PREVIEW: FALL-WINTER COLLECTION	TONY RAPHAEL (38 EAST 57TH ST.)	HOTEL DRAKE DEVON ROOM
	Tony Raphael will present her Fall-Winter daytime, cocktail and evening fashions, including ensembles to the press and buyers. By invitation. Thereafter continuous at showroom. Contact: Don Robertus, PL. 3-3156.		
Monday June 20 8:00 P.M.	"ANTOINE EVENING" IN PARIS	ANTOINE OF PARIS	THEATRE DES CHAMPS-ELYSEE (PARIS, FRANCE).
	Fiftieth anniversary "Antoine Evening" in Paris -- presentation of coiffure creations of Monsieur Antoine; also performances of the Ballet and Symphony of Paris. Publicity: Beatrice Dudek at Seligman & Latz, 666 Fifth Avenue, JU. 2-6100.		
Beginning Monday June 20-July 11	SHOWING OF FALL MILLINERY COLLECTION	MISS ALICE	6 WEST 57TH STREET SHOWROOM - 5TH FLOOR
	Continuous daily showings of the Miss Alice Fall millinery collection. Contact: Miss Jeannette, CI. 5-2634.		
Tuesday June 21 10:00 A.M. Coffee	PREVIEW: WEDDING GOWNS & TROUSSEAU FASHIONS	TAILORED WOMAN	YOUNG THIRD FLOOR
	Press preview of wedding gowns and trousseau fashions. By invitation. Customer showing at 6:00 P.M. Publicity: Belle Irene Gillis, MU. 8-6800.		
Tuesday June 21 10:45 A.M.; 2:30 P.M.; 3:45 P.M.	PREVIEW OF LEATHER COLORS AND FINISHES	ALLIED KID COMPANY (419 FOURTH AVENUE)	TARA THEATRE 120 MADISON AVENUE
	Preview of Resort-Spring-Summer 1961-leather colors and finishes for shoe designers, trade and fashion press, manufacturers and chain stores at 10:45 A.M.; buying offices, department stores, accessory, fabric and hosiery coordinators at 2:30 P.M.; special showing of men's casual leathers and shoe fashions -- manufacturers, retailers, chain stores at 3:45 P.M. By invitation. Publicity: Helen Caruso, MU. 6-1623.		
Tuesday June 21 4:00 P.M.	PRESS PREVIEW OF FALL MILLINERY	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - ROOM 1203
	The Dior Fall millinery collection will be previewed for press and buyers. By invitation. Publicity: Mme. Jeanne Rousseau, JU. 2-4870.		
Wednesday June 22 9:30 A.M. Breakfast	PRESS PREVIEW: FALL BRIDAL FASHIONS	STERN'S	3RD FLOOR
	Preview of Stern's Fall bridal fashions for the press. By invitation. Customer showing, Wed., June 29 at 6:30 P.M. - 3rd Floor. By ticket only. Publicity: Mildred Collins, LO. 5-7960.		
Wednesday June 22 3:00 P.M.-7:00 P.M. Cocktails	"SUDDENLY IT'S SPRING, 1961"	SHOE WOMEN EXECUTIVES	SHERATON-EAST HOTEL TRIANON ROOM
	Leading fashion designers will present color forecast as related to shoes. Also, fabric and leather display. Tickets: $7.50 (including swatch book). Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7874.		
Wednesday June 22 4:30 P.M.	PRESS PREVIEW: FALL-WINTER COLLECTION	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL BALLROOM
	Galanos will present his Fall-Winter collection to the press. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 23 12:00 Noon Luncheon	PREMIERE PREVIEW: AT-HOME COLLECTION	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
	Preview of Maria Krum's Fall at-home collection, designed and produced for the Flobert Co. By invitation. Contact: CI. 7-3060.		
Thursday June 23 4:00 P.M. Tea	PRIVATE SHOWING FOR THE PRESS	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 30TH FLOOR
	Fall and Winter lingerie showing for the press. Tea served after show. By invitation. Contact: Dorothy Tivis, JU. 2-6767. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.		
Thursday June 23- June 24	SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	STATLER-HILTON HOTEL BALLROOM
	Exhibit hours: June 23 -- 9:00 A.M. to 7:00 P.M. June 24 -- 9:00 A.M. to 3:00 P.M. Those directly concerned with leather offerings-manufacturers and retailers- invited the opening day. Suppliers and guests may attend on Friday, June 24. Contact: Leif C. Kronen, MU. 6-7950.		
Tuesday June 28 10:30 A.M. Coffee	PRESS PREVIEW OF FALL MILLINERY	VINCENT-HARMIK	331 EAST 65TH STREET SALON
	Preview for press and resident buyers of the Vincent-Harmik Fall millinery collection. By invitation. Contact: Vincent Berg, LE. 5-0846.		
Wednesday June 29 12:00 Noon- 2:00 P.M.	INFORMAL SHOWING OF BRIDAL FASHIONS	BEST & CO.	3RD FLOOR BRIDAL SALON
	Informal modeling of Fall bridal, bridesmaid and mother-of-the bride fashions. Open to public. Publicity: Anne Harmon, PL. 9-2000.		
Thursday June 30 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION	MR. JOHN	24 WEST 57TH STREET SALON - 7TH FLOOR
	Mr. John's Fall collection of millinery for press and buyers. By invitation. Publicity: Joseph Mann, PL. 7-1966.		
July 4	INDEPENDENCE DAY - Legal Holiday (Monday)		
Tuesday July 5 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
	Sally Victor will invite the press to preview her Fall hats. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Beginning Tuesday July 5	SHOWING OF FALL MILLINERY COLLECTION	FRARIAN ORIGINALS	47 WEST 56TH STREET SHOWROOM - 6TH FLOOR
	Continuous showing of Frarian's Fall millinery collection, designed by Miss Lucille. Contact: Peggy Lambert or Mr. de Costa, CI. 7-2687.		
Wednesday July 6 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
	Press preview, at breakfast, of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Miss Rose, PL. 3-3032.		
Wednesday July 6 3:30 P.M.	PRESS PREVIEW: FALL MILLINERY	BERGDORF GOODMAN	2ND FLOOR
	Bergdorf Goodman will present their Fall millinery collection designed by Halston and Milita, to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 7 9:30 A.M. Coffee	MILLINERY, CLOTHES, FURS AND COIFFURES	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
	"Tout Ensemble" -- preview for the press of Fall hats, clothes, furs and coiffures. By invitation. Contact: PL. 7-8780. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday July 7 5:30 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILLION
	Emme will preview her Fall millinery collection to the press and buyers. Showing at 6:00 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday July 8 10:00 A.M.	PREVIEW OF FALL MILLINERY COLLECTION	JOHN FREDERICS	6 WEST 57TH STREET SALON - 7TH FLOOR
	Preview of John Frederics' Fall millinery collection for press and buyers. (Release date - Tuesday, July 12.) By invitation. Publicity: Ronald Forstadt, CI. 7-7745.		
Friday July 8 12:00 Noon Luncheon	MILLINERY AND ACCESSORIES LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Millinery and Accessories Show -- Fall, 1960. Co-chmn: Millinery -- Julia Daly and Patricia Peterson. Accessories -- Mildred Hill and Ruth Haber. Prices: $8.00 (members); $10.00 (guests). Contact: CI. 7-3940.		
July 10	NATIONAL DEMOCRATIC CONVENTION (Los Angeles)		
Monday July 11 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION	WILLIAM J	56 WEST 57TH STREET SALON - 5TH FLOOR
	William J will present his Fall millinery collection to press and buyers. By invitation. Contact: CI. 5-8956.		
Monday July 11 5:30 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION	MR. ARNOLD, INC.	20 WEST 57TH STREET SALON - 4TH FLOOR
	"Chateau Collection" -- preview of Mr. Arnold's Fall millinery collection, for press and buyers in his new salon. Showing at 6:00 P.M. By invitation. Contact: Miss Jean, PL. 7-9490.		
Tuesday July 12 7:00 P.M. Dinner	ADVANCE PREVIEW OF FALL HATS	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM
	The Trade Promotion Committee of Millinery Promotions Inc. will present a showing of Fall hats by the Millinery Creators of America. For buyers, by invitation. Contact: MU. 6-2970.		
Sunday July 17- July 23	THIRTY-FIFTH NATIONAL PRESS WEEK IN NEW YORK	N. Y. COUTURE GROUP (1450 BROADWAY)	HOTEL PIERRE
	Fall collections of leading designers (members of N. Y. Couture Group, auxiliary and group showings) will be presented to the visiting press. By invitation only. Press Director: Eleanor Lambert, MU. 8-2130.		
Sunday July 17 12:00 Noon Brunch	FALL MILLINERY SHOW FOR VISITING PRESS	MILLINERY INSTITUTE OF AMERICA, INC.	HOTEL PLAZA PERSIAN ROOM
	The Millinery Institute of America (Auxiliary Member, N.Y.C.G.) will invite the out-of-town editors to a brunch showing of the Millinery Creators' Fall hat collections. By invitation. Press contact: Burt Champion, YU. 6-2800.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 17 7:00 P.M. Dinner	FALL SILK FASHION SHOW FOR OUT-OF-TOWN PRESS	INTERNATIONAL SILK ASSN., U.S.A.	HOTEL PIERRE BALLROOM
	The International Silk Association, U.S.A. (Auxiliary Member, N.Y.C.G.) will invite the out-of-town and local editors to a dinner and showing. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday July 18 12:30 P.M. Luncheon	PREVIEW OF HAIR COLORS FOR OUT-OF-TOWN PRESS	CLAIROL INCORPORATED (510 SIXTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	The Clairol Institute (Auxiliary Member, N.Y.C.G.) will present the newest hair colors to visiting press. By invitation. Publicity: Terry Grimes Russell, PL. 7-4300.		
Monday July 18 5:30 P.M. Cocktails	MEN'S FASHION SHOW FOR VISITING PRESS	LEBOW BROTHERS (200 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	"The Fashion Ballot" -- Lebow (Auxiliary Member, N.Y.C.G.) will invite the visiting press for cocktails with Francesca and Victor Lebow. By invitation. Publicity: Alfred Katz, 200 West 57th Street, PL. 7-4775.		
Monday July 18 8:00 P.M. Curtain 8:30 P.M.	THEATRE PARTY FOR OUT-OF-TOWN PRESS	SHIP 'N SHORE	MARTIN BECK THEATRE 302 WEST 45TH STREET
	Ship 'n Shore (Auxiliary Member, N.Y.C.G.) will invite the visiting press to a performance of "Bye Bye Birdie", starring Chita Rivera and Dick Van Dyke. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 19 7:30 A.M.- 8:30 A.M.	FOOTWEAR FASHIONS FOR VISITING PRESS	CAPEZIO, INC.	9 W. 61 ST. (AT B'WAY) SHOWROOM - 1ST FLOOR
	"Barnyard Breakfast" -- Capezio (Auxiliary Member, N.Y.C.G.) will present Fall and Winter footwear to visiting and local press. By invitation. (Transportation will be available at 8:30 A.M. for the editors' next showing.) Publicity: Lois Muller, JU. 6-2150.		
Tuesday July 19 9:15 A.M. Breakfast	PRESS PREVIEW: MAURER FALL BRIDAL FASHIONS	SAKS 34TH	491 SEVENTH AVENUE MAURER SHOWROOM
	Saks 34th preview their Fall Maurer Bridal collection to the press. Commentator: Mr. Maurer. Customer Showings, Tues., July 19 and Wed., July 20 at 6:30 P.M., Bridal Salon-5th floor. Commentator: Ethel Thorsen. By invitation. Publicity: Mildred Cipes, LA. 4-7000.		
Tuesday July 19 12:30 P.M. Luncheon	LUNCHEON AND FASHION SHOW FOR VISITING PRESS	SHIP 'N SHORE	HOTEL PIERRE BALLROOM
	Ship 'n Shore (Auxiliary Member, N.Y.C.G.) will present a fashion show at luncheon for visiting and local press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 19 5:30 P.M. Cocktails	YOUNG DESIGNERS FUR COLLECTION	FUR INFORMATION & FASHION COUNCIL	HOTEL PIERRE BALLROOM
	Fur Information and Fashion Council (Auxiliary Member, N.Y.C.G.) will preview fur fashions by young designers for visiting and local press. By invitation. Publicity: Nona Lou Greene at Ruder & Finn, PL. 9-1800.		
Tuesday July 19 7:00 P.M. Cocktails-Dinner	DIAMOND DINNER FOR VISITING PRESS	N. W. AYER & SON, INC. (1271 AVE. OF AMERICAS)	HOTEL PLAZA TERRACE-BALLROOM
	N. W. Ayer (Auxiliary Member, N.Y.C.G.) will show diamonds by Black Starr & Gorham, Cartier, Tiffany, Van Cleef & Arpels, Harry Winston. Fashions by FonTayne. Cocktails, 7:00 P.M.--Terrace Room. Dinner, 8:00 P.M.--Ballroom. By invitation. Publicity: Mildred Kosick, PL. 7-5700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 20 7:30 A.M. Breakfast	FALL JEWELRY FORECAST FOR OUT-OF-TOWN PRESS	THE NAPIER COMPANY (530 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	Napier (Auxiliary Member, N.Y.C.G.) will preview their Fall jewelry and boutique gifts for visiting and local press. By invitation. Publicity: Kathleen Mundin, YU. 6-6633.		
Wednesday July 20 12:30 P.M. Luncheon	SHOWING AT LUNCHEON FOR VISITING PRESS	DU PONT COMPANY	HOTEL PIERRE COTILLION ROOM
	Du Pont (Auxiliary Member, N.Y.C.G.) will present "Man-Orama" -- fibers in men's, women's and children's wear. By invitation. Contact: Walter Crocco, LO. 3-6400.		
Wednesday July 20 5:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS	COTY, INC. (612 FIFTH AVENUE)	HOTEL PIERRE ROOF GARDEN
	Coty (Auxiliary Member, N.Y.C.G.) will invite the visiting press to a cocktail party. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday July 20 7:00 P.M. Dinner	FASHION SHOW-DINNER FOR VISITING PRESS	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	THE LATIN QUARTER 200 WEST 48TH STREET
	Schiffli (Auxiliary Member, N.Y.C.G.) will invite the press to a fashion show, dinner and night club show featuring Kirby Stone 4, Jack Durand, Holger & Dolores. By invitation. Contact: Schiffli, 591 Summit Avenue, Jersey City, SWarthmore 5-2347.		
Thursday July 21 7:30 A.M. Breakfast	PREVIEW OF FALL SHOE FASHIONS	NAT'L SHOE INSTITUTE (50 ROCKEFELLER PLAZA)	HOTEL PIERRE COTILLION ROOM
	National Shoe Institute (Auxiliary Member, N.Y.C.G.) presents "The Slender Shoe Look" to visiting and local press. By invitation. Publicity: Alice Regensburg at Lynn Farnol, JU. 6-5777.		
Thursday July 21 12:30 P.M. Luncheon	PRESS PREVIEW: MEN'S & BOYS' FALL FASHIONS	AMERICAN INSTITUTE OF MEN'S & BOYS' WEAR	HOTEL PIERRE BALLROOM
	Preview for visiting and local press by American Institute of Men's and Boys' Wear (Auxiliary Member, N.Y.C.G.) Guest speaker: Perkins Bailey of "Men's Wear Magazine" and "Look Magazine". Publicity: Rion Bercovici, MU. 3-8913.		
Thursday July 21 5:30 P.M. Cocktails	FALL SPORTSWEAR FOR VISITING PRESS	JANTZEN INC. (261 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
	"Summer Slalom Fashion Show" -- Jantzen (Auxiliary Member, N.Y.C.G.) will present their Fall sportswear collection to the visiting and local press. Publicity: Eloise Walton at Roger & Cowan, PL. 9-6272.		
Thursday July 21 7:00 P.M.	DINNER AND THEATRE FOR VISITING PRESS	PELLON CORP. (350 FIFTH AVENUE)	PLACE TO BE ANNOUNCED
	Pellon (Auxiliary Member, N.Y.C.G.) will invite the visiting press to dinner and theatre.(More details later). By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday July 22 5:30 P.M. Cocktails Dinner	DINNER & FASHION SHOW AT FREEDOMLAND	WOOLENS AND WORSTEDS OF AMERICA, INC.	HOTEL PIERRE & FREEDOMLAND
	Cocktails for visiting press at Cotillion Room, followed by dinner at Freedomland in authentic western saloon. Showing of designer fashions in wool by Woolens and Worsteds of America (Auxiliary Member, N.Y.C.G.), with "Miss Wool of America" as one of the featured models. By invitation. Publicity: Doris Taplinger at Taplinger Assoc., 1 East 42nd St., YU.6-2810.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 25	NATIONAL REPUBLICAN CONVENTION (Chicago)		
Monday July 25 9:30 A.M.- 11:30 A.M.	PRESS PREVIEW: SCHOOL AND COLLEGE FASHIONS	ALEXANDERS	REGO PARK STORE QUEENS, LONG ISLAND
	Alexanders will present their Back-To-School and College fashions, including boys' fashions. By invitation. Publicity: Roberta Davis, CY.8-2000.		
Tuesday July 26 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
	Macy's will present their Fall college collection to the press. By invitation. Publicity: Stephanie Horton, OX. 5-4400.		
Thursday July 28 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS	MARTIN'S (BROOKLYN)	2ND FLOOR
	Martin's will present college fashions to the press. By invitation. Publicity: Rita Dobbins, TR. 5-3100.		

FALL COUTURE OPENINGS IN ROME, FLORENCE, LONDON, PARIS

Wednesday July 13- July 15 — CENTRO ROMANO PER L'ALTA MODA ITALIANA — ROME, ITALY

- July 13: Accessories Exhibit; Centinaro; Faraoni; Gregoriana; Luciani; Sarli; Tita Rossi.
- July 14: Baratta; De Luca; Garnett; Fontana; Gattinoni.
- July 15: Contrattazioni.
- Contact: Centro Tomana etc., Via de Burro 147, Rome, Italy

Saturday July 16- July 21 — CENTRO DI FIRENZE PER LA MODA ITALIANA — FLORENCE, ITALY

- July 16: Millinery Show. Sportswear & Boutique: Vito; Camisene; Avagolf; Paola Nucci; Falconetto; De Simone; Naka; Scarabocchio; Celli; Myricae; Glans; Mirsa; Aida; Baldini; Valditevere; Avolio; Bertoli.
- July 17: Sportswear & Boutique: Antonelli Sport.; Barentzen's Bazaar; Simonetta Sport.; Galatzine Boutique; Veneziani Sport.; Marucelli Boutique; Schuberth Boutique. Sportswear & High Fashion; Emilio Pucci.
- July 18: High Fashion: Enzo; De Barentzen; Simonetta; Fabiani.
- July 19: High Fashion: Capucci; Marucelli; Antonelli; Carosa.
- July 20: High Fashion: Guidi; Schuberth; Veneziani; Galitzine.
- July 21: High Fashion: Mingolini Gugenheim; Textile Promotion.
- Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.

Wednesday July 20- July 24 — INCORPORATED SOCIETY OF LONDON DESIGNERS — LONDON, ENGLAND

- July 20: Cavanagh; Lachasse; Creed; Worth (for buyers).
- July 21: Michael; Mattli; Hartnell; Sherard.
- July 22: Amies; Paterson; Stiebel.
- July 23: By appointment, for buyers.
- July 24: By appointment, for buyers.
- Contact: Ann Ryan, 46 Old Bond Street, London, W.I.

Monday July 25 — CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE — PARIS, FRANCE

- July 25: Esterel
- July 26: Goma; Revillon; Patou; Balmain; Cardin; Laroche; Heim.
- July 27: Ricci; Gres; de Rauch, Dior.
- July 28: Desses; Matta; Lanvin-Castillo.
- Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.

MUSIC...MOVIES,..THEATRE

Wednesday June 15 — PREMIERE: "THE APARTMENT" (Movie) ASTOR & PLAZA THEATRES
Released through United Artists, filmed in Panavision, the Mirisch Company presentation stars Jack Lemmon, Shirley MacLaine, Fred MacMurray, co-starring Ray Walston, Edie Adams. Producer and Director: Billy Wilder. Costumes: Forrest T. Butler. Publicity: Tess Michaels, CI. 5-6000.

Thursday June 16 — PREMIERE: "PSYCHO" (Movie) BARONET & DE MILLE THEATRES
Starring Anthony Perkins, Vera Miles, John Gavin, Janet Leigh, co-starring Martin Balsam, John McIntire, the Paramount presentation of a suspense drama based on the novel by Robert Bloch. Producer and Director: Alfred Hitchcock. Costumes: Helen Colvig. Publicity: Harold Rand, BR. 9-8700.

Friday June 17 — PREMIERE: "THE STORY OF RUTH" (Movie) PARAMOUNT & NORMANDIE THEATRES
Starring Stuart Whitman, Tom Tyron, Peggy Wood, Viveca Lindfors, Jeff Morrow, Elana Eden, the 20th Century Fox presentation of the biblical story in CinemaScope - De Luxe color. Producer: Samuel G. Engel. Director: Henry Koster. Costumes: Nino Novarese. Publicity: Gertrude Brooks, CO. 5-3320.

Friday June 17-July 4 — BRITISH TATTOO & TOURNAMENT MADISON SQ. GARDEN, 8TH AVE. & 49TH ST.
Company of 550 from the Royal Tournament and the Edinburgh Military Tattoo. Tickets: $2.00-$7.00. Publicity: Martin Feinstein, CI. 5-0500.

Tuesday June 21 — OPENING: "JOHN BROWN'S BODY" THE PLAYERS THEATRE, 115 MACDOUGAL ST.
Centennial Productions in association with Herschel Williams will present the new version by Stephen Vincent Benet. Stage version by Charles Laughton with Angela Wood, Donald Moreland, Bernard Engle, and a supporting cast of 16 voices. Director: Curtis Canfield. Publicity: Bill Doll, JU. 6-4344.

Week of June 21 — FIRST WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
Tues., June 21: Gala opening concert: Pierre Monteux conducting an all-Tchaikovsky concert. Mischa Elman, violin soloist.
Wed., June 22: Pierre Monteux conducting.
Thurs., June 23: Pierre Monteux conducting. Lorin Hollander, pianist.
Sat., June 25: "18th Annual Viennese Night", Franz Allers conducting. Brenda Lewis, soprano. Kurt Baum, tenor. Publicity: Alix Williamson, CI. 6-4462.

Thursday June 23 — PREMIERE: "BELLS ARE RINGING" (Movie) THE MUSIC HALL, 6TH AVE. & 50 ST.
The MGM presentation in CinemaScope and MetroColor based on the musical comedy, co-starring Judy Holliday, Dean Martin. Producer: Arthur Freed. Director: Vincent Menelli. MGM Publicity: Dan Terrell, JU. 2-2000. Music Hall Publicity: Edward Serlin, CI. 6-4600.

Thursday June 23 — OPENING: "HIT THE DECK" JONES BEACH MARINE THEATRE, JONES BEACH, L.I.
Guy Lombardo will present the nautical musical comedy starring Gene Nelson, Jane Kean, Betty Ann Grove, Jules Munshin. On stage Guy Lombardo and his Royal Canadians with a cast of 200. Producer and Director: John Kennedy. Prices: $1.80-$4.80. Contact: CA. 1-1000.

Wednesday July 6-August 10 — OPENING: BERKSHIRE FESTIVAL TANGLEWOOD-LENOX, MASSACHUSETTS
The annual Berkshire Festival will be held again this year at Tanglewood. The Boston Symphony Orchestra, Musical Director: Charles Munch. Contact: Festival Office, Tanglewood, Lenox, Massachusetts.

1961

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